

STRATEGIC PLAN

2010-2015



FORWARD

STRATEGIC PLAN PROCESS

ENHANCE QUALITY OF LIFE

SAFE PARKS AND FACILITIES

CREATE COMMUNITY

**NATURAL, HISTORIC, & CULTURAL
RESOURCES**

EDUCATE THE PUBLIC

OUR BUSINESS VALUES

BUILDING OUR FUTURE

JOIN OUR TEAM

EXPERIENCE PARKS

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The 2010-2015 Strategic Plan for Parks and Recreation defines our Department's vision, mission, and major goals for the next five years and beyond. It also reflects a heightened focus on efficiency and sustainability. Most importantly, the Strategic Plan conveys the vital and indisputable connection between parks and recreation and the quality of life for people in our community. Parks Make Life Better!SM

The County of San Diego has long been recognized as a premier location for recreation and tourism. More recently our stakeholders have gained a deeper appreciation for the central and irreplaceable role our programs play under the County's service umbrella. We support economic development. We strengthen safety and security. We promote health and wellness. We foster human development. We increase cultural unity. We preserve the natural environment. We facilitate community problem solving. Clearly, parks and recreation services are essential.

My sincere thanks go out to the many people who contributed insight for this plan through the public forums and customer feedback opportunities. Your valuable input is a driving force behind our goals. For anyone with a love of people or the great outdoors, consider joining our team as a volunteer (see the "Join Our Team" page). The benefits are endless.

We look forward to implementing this plan with our community. Together we'll continue to enhance the quality of life in San Diego County.

It starts in parks!

Sincerely,



Brian Albright
Director



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OUR VISION AND MISSION PROVIDE THE FRAMEWORK FOR THE STRATEGIC PLAN.

VISION: A PARKS AND RECREATION SYSTEM THAT IS THE PRIDE OF SAN DIEGO COUNTY

MISSION: WE ENHANCE THE QUALITY OF LIFE IN SAN DIEGO COUNTY BY PROVIDING OPPORTUNITIES FOR HIGH LEVEL PARKS AND RECREATION EXPERIENCES AND PRESERVING REGIONALLY SIGNIFICANT NATURAL AND CULTURAL RESOURCES



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STRATEGIC PLANNING PROCESS

The development of our Strategic Plan is a collaborative process involving the public, our partners and County staff.

We begin by asking the following questions:

- Where are we today?
- Where do we want to be in five years?
- How will we get there?
- What factors will have an impact on our plans?

The County has identified three Strategic Initiatives which help define the priorities and focus the efforts of all County departments:

- KIDS
- THE ENVIRONMENT
- SAFE AND LIVABLE COMMUNITIES

The Strategic Plan defines major goals and objectives and anticipates significant needs, challenges and risks. The plan is evaluated annually and updated every two years.

Our driving goals for the next five years are to:

- ☀ **Enhance the Quality of Life**
- ☀ **Maintain Safe and Accessible Parks and Facilities**
- ☀ **Create Community**
- ☀ **Preserve and Manage Natural, Historic and Cultural Resources**
- ☀ **Educate the Public**



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GOAL: ENHANCE THE QUALITY OF LIFE

Parks, preserves and recreation programs provide countless benefits, including improved health and fitness, safer communities and a sense of belonging. Our park facilities work to enrich the lives of all people and provide special focus for at-risk youth, people with disabilities, seniors, minorities, and families. We strive to enhance the quality of life for County residents and visitors by:

- Providing for and promoting healthy and active lifestyles
- Creating fun recreational experiences
- Fostering positive development through programs and services
- Offering a diverse selection of affordable and high-quality choices for families to recreate together
- Acquiring, developing and maintaining facilities to support community recreational needs
- Creating a viable trail network that connects communities



DID YOU KNOW?

WE OFFER MORE THAN 150 PROGRAMS THAT HAVE A DIRECT IMPACT ON HEALTH AND WELLNESS OF THE PARTICIPANT EVERY YEAR

10,000 MEALS ARE ENJOYED BY SENIOR CITIZENS EVERY YEAR AT COUNTY COMMUNITY CENTERS

WE ACQUIRED 4,000 ACRES OF PARKLAND LAST YEAR

WE MANAGE MORE THAN 300 MILES OF TRAILS

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GOAL: MAINTAIN SAFE AND ACCESSIBLE PARKS AND FACILITIES

We manage park land and facilities in a manner that contributes to public pride and community ownership. We accomplish this by:

- Providing inviting and accessible places to recreate
- Efficiently operating and maintaining facilities
- Taking measures to increase safety and security
- Ensuring emergency preparedness and response capabilities of park facilities

DID YOU KNOW?

WE MANAGE MORE THAN 44,000 ACRES OF PARK AND PRESERVE LANDS

LOUIS STELZER COUNTY PARK WAS THE FIRST PARK IN THE COUNTY DESIGNED FOR PEOPLE WITH DISABILITIES

IT COSTS LESS PER YEAR TO SERVE 530 AT-RISK YOUTH AT A COUNTY TEEN CENTER THAN TO HOUSE A SINGLE YOUTH IN A JUVENILE DETENTION FACILITY

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GOAL: CREATE COMMUNITY

We strive to build and sustain trusting relationships with the public and all our stakeholders. Recognizing the tremendous cultural and economic value that diversity brings to our County, we are inspired to improve communities and create a shared sense of civic pride by:

- Providing opportunities to gather as a community
- Staying current with evolving recreational needs of our customers
- Celebrating community diversity
- Creating a sense of ownership for park facilities within the local communities
- Promoting participation in community building through park stewardship opportunities



DID YOU KNOW?

WE SERVE MORE THAN 40 COMMUNITIES WITH OUR PARKS, RECREATION CENTERS AND PROGRAMS

WE RECENTLY COMPLETED A NEEDS ASSESSMENT AND SURVEYED OUR CUSTOMERS TO INQUIRE ABOUT THEIR PARKS FACILITY AND PROGRAM PRIORITIES

WE ORGANIZED 20 MOVIES IN THE PARK EVENTS LAST YEAR WHICH WERE ATTENDED BY MORE THAN 7,000 PEOPLE



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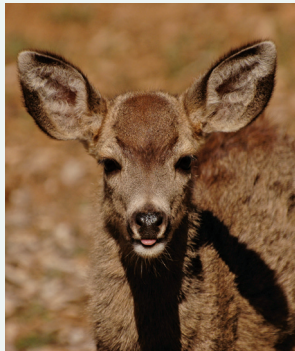
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DID YOU KNOW?

SAN DIEGO IS HOME TO MANY PLANTS AND ANIMALS FOUND HERE AND NOWHERE ELSE

THE 3,400-ACRE RAMONA GRASSLANDS PRESERVE IS ONE OF THE LAST REMNANTS OF EXTENSIVE GRASSLANDS IN SOUTHERN CALIFORNIA

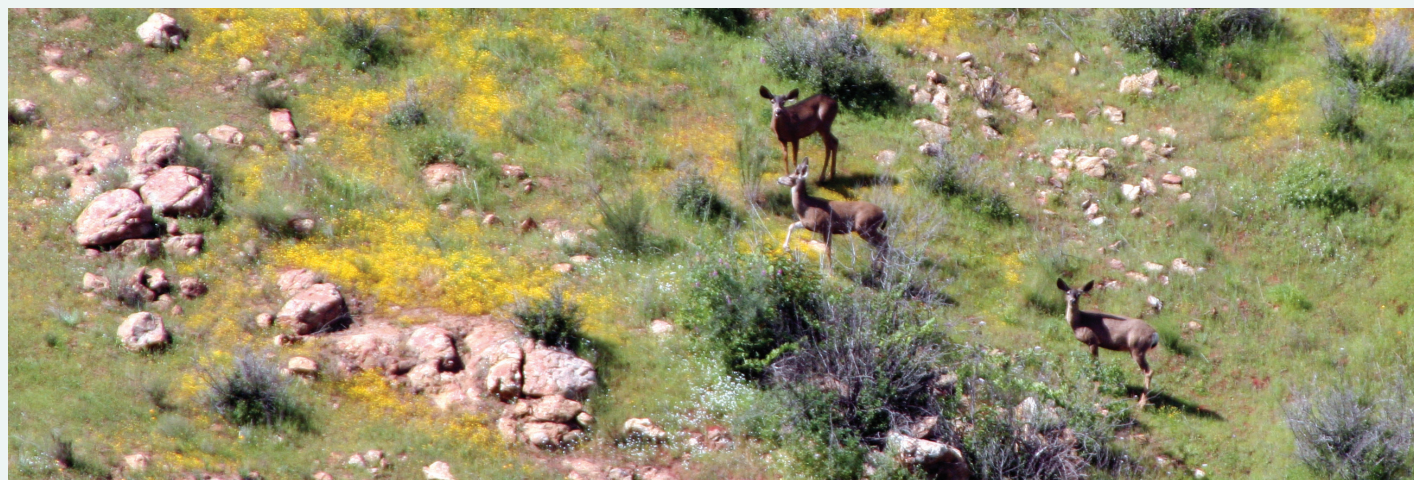
THE WHALEY HOUSE IN OLD TOWN IS CONSIDERED ONE OF THE MOST HAUNTED HOUSES IN THE WORLD

THE SAN ELIJO NATURE CENTER IS THE FIRST LEED "PLATINUM" CERTIFIED PUBLIC BUILDING IN SAN DIEGO COUNTY-THE HIGHEST LEVEL OF "GREEN" BUILDING, DESIGN AND OPERATIONS

GOAL: PRESERVE AND MANAGE NATURAL, HISTORIC AND CULTURAL RESOURCES

We value ecological preservation and environmental sustainability. These values drive our decisions about how land and facilities will be managed and maintained. We preserve and manage the natural, historic and cultural legacy of San Diego County for present and future generations by:

- Acquiring, preserving and enhancing significant natural, historic and cultural resources
- Restoring habitat to protect San Diego's unique biodiversity
- Designing, developing and operating facilities in an environmentally responsible and resource efficient manner
- Increasing energy efficiency and use of renewable resources
- Conserving water and protecting County watersheds



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GOAL: EDUCATE THE PUBLIC

We not only provide facilities and services that encourage health and fitness, we also advocate healthy lifestyles for all ages. Our programs promote lifelong play, discovery, creativity, and learning. We increase public awareness and appreciation for the natural world and the positive effects that recreation has on individuals and communities by:

- Communicating the benefits of parks and recreation to the public
- Connecting people to important information about health and fitness
- Teaching the public about environmental sustainability and the County's natural, historic and cultural resources
- Marketing County parks as tourist attractions



DID YOU KNOW?

WE WERE THE FIRST DEPARTMENT TO
IMPLEMENT THE COUNTY'S
HEALTHY CHOICES VENDING MACHINE POLICY

MORE THAN 29,000 YOUTH PARTICIPATED IN
ENVIRONMENTAL EDUCATION PROGRAMS IN
COUNTY PARKS LAST YEAR

MORE THAN 34,000 CAMPGROUND
RESERVATIONS ARE MADE ANNUALLY



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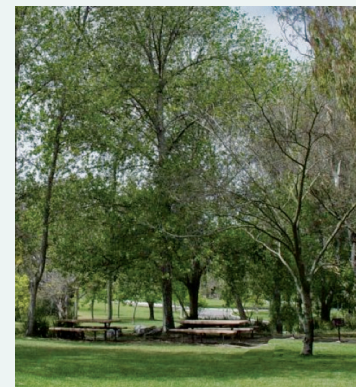
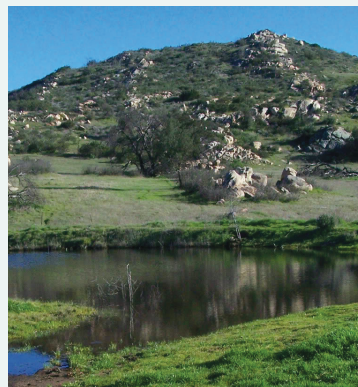
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OUR BUSINESS VALUES

Our business values set the standards for the Department's continued operational excellence. They are the foundation of how we do business to accomplish our goals efficiently and effectively.

-  **Fiscal Stability:** Our fiscal discipline ensures our ability to provide park and recreation services that customers rely on, in good times and in bad.
-  **Customer Satisfaction:** Our customers' satisfaction is the key indicator through which we gauge our operational performance.
-  **Regional Leadership:** As a regional leader, we forge partnerships and collaborations to provide a greater range of parks and recreation opportunities to County residents.
-  **Skilled, Adaptable and Diverse Workforce:** Our committed, capable and diverse employees turn ideas into achievement and success.
-  **Essential Infrastructure:** We ensure that the basic facilities and physical resources are in place for quality service delivery.
-  **Information Technology:** We optimize the use of technology systems to improve operational efficiency, decision-making, and service to customers.
-  **Accountability/Transparency:** Our delivery of parks and recreation services is conducted as openly as possible, resulting in the efficient and ethical use of public funds.
-  **Continuous Improvement:** We achieve quality and efficiency through continuous efforts to improve and innovate.



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SAN ELIJO LAGOON
NATURE CENTER



LINDO LAKE FITNESS PATH



LAKESIDE BASEBALL
PARK

BUILDING OUR FUTURE

Through regular needs assessments and collaboration with the community, we actively plan for the future facilities that will be needed to serve our growing population. Our capital development plan focuses on efficiency and sustainability. We are building a future that embodies our vision to be the pride of San Diego County.

DID YOU KNOW?

LAST YEAR WE INVESTED:

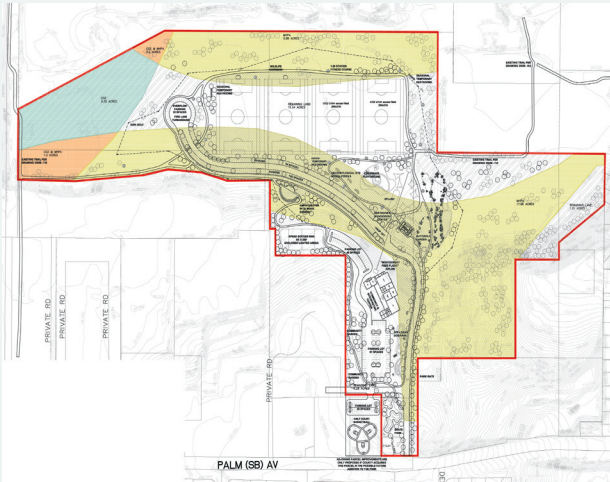
- \$37 MILLION ON PARK ACQUISITIONS
- \$49 MILLION ON PARK IMPROVEMENT PROJECTS
- \$7.5 MILLION ON MAJOR MAINTENANCE PROJECTS

FUTURE PARK FACILITIES

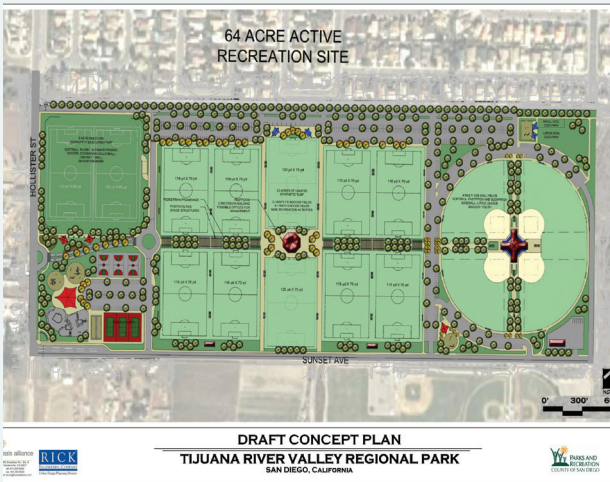
Sweetwater Campground
Expansion



Otay Valley Regional Park, Active
Recreation Site #3



Tijuana River Valley Regional Park
Sports Complex



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JOIN OUR TEAM

We offer many wonderful volunteer opportunities, such as Live-in Park Host, Group Volunteer Projects, Day Volunteer, Community Center Volunteer, Volunteer Park Patrol, Docent/Naturalist, Volunteers in History, and Youth Volunteer Opportunities:

-  **Live-in Park Host:** We provide a campsite and hook-ups for a motor home or trailer in exchange for 20 hours per week of scheduled duties. Duties vary at the individual parks and may include grounds and equipment maintenance, greeting the public, general cleanup, and other assignments specific to the park.
-  **Group Volunteer Work Events:** We provide great team building volunteer opportunities for organizations, corporations, and civic groups. Park cleanups, trail building, and planting native vegetation and trees are just some of the rewarding activities for our group volunteers.
-  **Day Volunteer:** We provide stewardship opportunities for volunteers who have time during their day to come and assist with all types of activities and tasks, such as gardening, weed abatement, trash pickup, and assisting with park programs.
-  **Community Center Volunteer:** We provide volunteer opportunities to fit your skills and interests. Positions include clerical, maintenance, gardening, coaching, and special events. Centers are located in 4S Ranch, Fallbrook, Lakeside, and Spring Valley.
-  **Park Patrol:** Open space areas and park preserves are served by volunteer foot, bicycle, and equestrian patrols. Patrol members assist the public with information on Park resources and policies, help to ensure visitor safety and aid in the maintenance of trails and open areas. Patrol members provide their own bicycles and horses.
-  **Park Docent/Naturalist:** We provide opportunities for people to share their knowledge. Park docents and naturalists lead hikes, tours, and/or provide interpretive programs at the parks, historic sites, and preserves, and may be involved in research and development as well as presentations.
-  **Youth Volunteers:** We encourage our youth to get involved! Students, Scouts, interns, and other volunteers under the age of 18 are welcome to apply for volunteer work, or to complete a required project.



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COME EXPERIENCE WHAT WE HAVE TO OFFER

We offer recreational opportunities, programs and special events throughout the year that promote health and wellness, community unity, environmental awareness and historic education. We are the one-stop shop for sports, fitness, camps, classes, events and more! **CLICK ON the descriptions below to learn more.**

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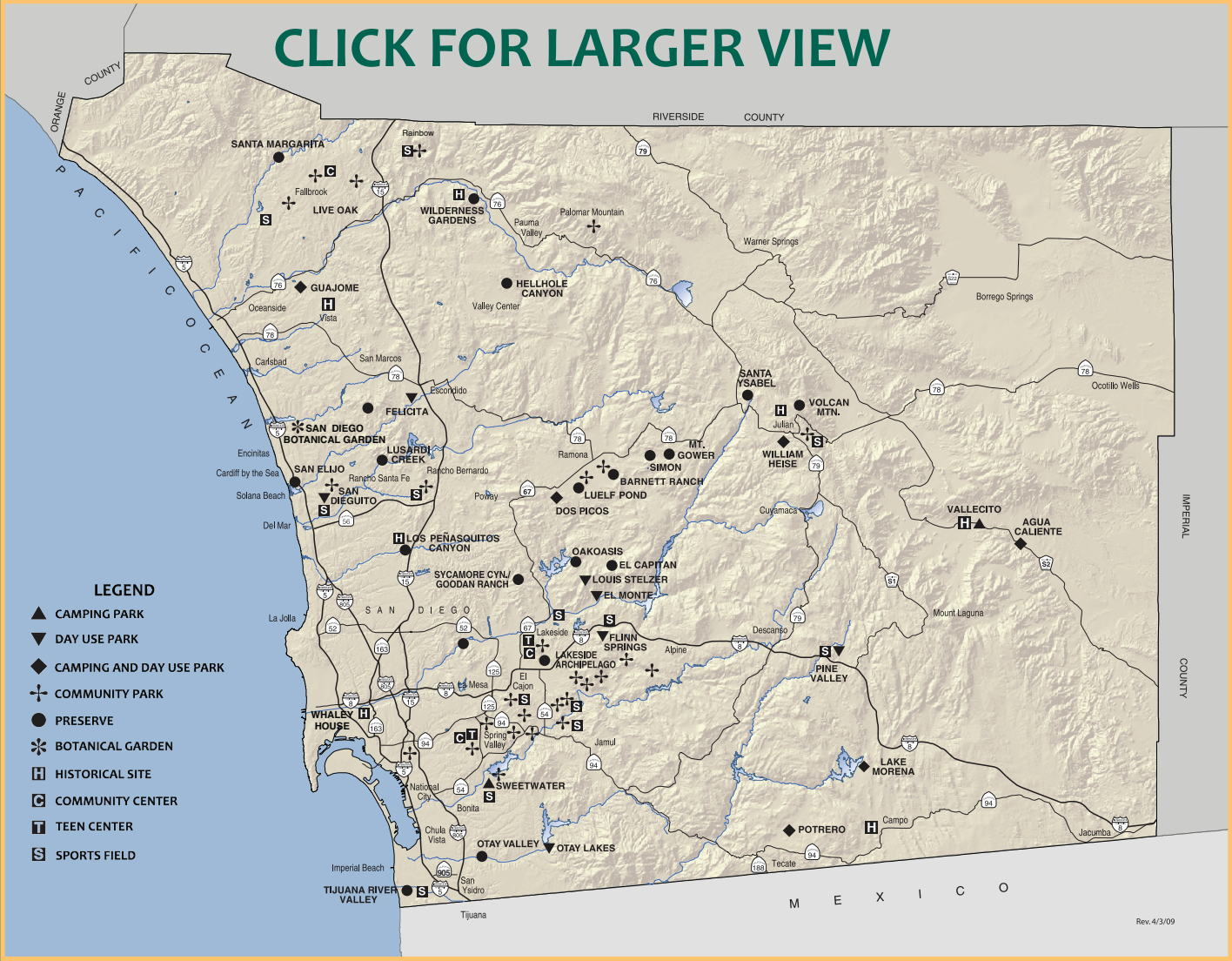
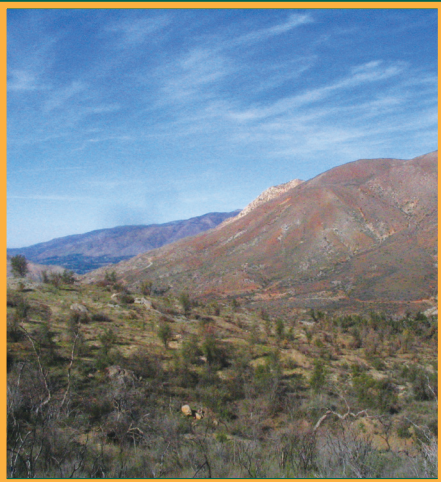
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sandiegoparks

County of San Diego Parks
and Recreation



Need more information? Please contact us at:

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